

SEP 18 2006

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FAX NO : (571) 273-8300
TO : Commissioner for Patents
Mail Stop: Amendment
FROM : Oleg F. Kaplun, Esq. of Fay Kaplun & Marcin, LLP
DATE : September 18, 2006
SUBJECT : U.S. Patent Appln. Serial No. 09/653,767
for *Frames-Based Advertising Service*
with *Response and Activity Reporting*
Inventor(s): Allan et al.
Our Ref.: 40116/06801

NUMBER OF PAGES INCLUDING COVER : 10

MESSAGE:

Please see attached.

Thank you.

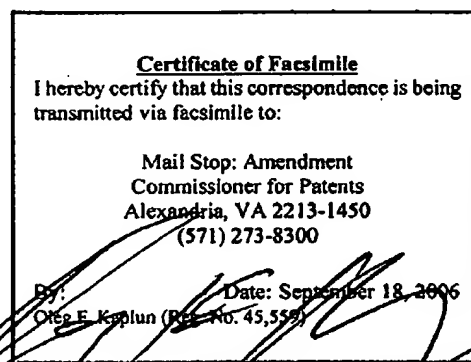
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SEP 18 2006
Attorney Docket No.40116/06801 (A-68678)**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant : Allan et al.
Serial No. : 09/653,767
Filed : September 1, 2000
For : Frame-Based Advertising Service With Response And Activity Reporting
Group Art Unit : 3629
Examiner : Jonathan P. Ouellette

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

**TRANSMITTAL**

Transmitted herewith please find a Response to the Non Final Office Action mailed June 26, 2006 for filing with the USPTO in the above-identified application. No fees are believed to be required. However, the Commissioner is hereby authorized to charge any additional required fees to the Deposit Account of Fay Kaplun & Marcin, LLP No. 50-1492. A copy of this paper is enclosed for that purpose.

Dated: September 18, 2006

Respectfully submitted,

By: [Signature]
Oleg F. Kaplun (Reg. No. 45,559)

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RESPONSE

In response to the Non-Final Office Action mailed June 26, 2006 in the above-identified application, please consider the following remarks: